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2024 WILLIAMSBURG FARMERS MARKET VENDOR HANDBOOK

Welcome to the Williamsburg Farmers Market! We are pleased to have you join the Market and hope you find this experience rewarding and enjoyable. We look forward to working with you and wish you success in your business at the Market. General information about the Market and Market contacts are noted below.

ABOUT US

The Williamsburg Farmers Market is a non-profit 501(C)(6) organization with the mission to sustain, foster, and operate a weekly farmers market in Merchants Square for growers and producers to sell fresh seasonal food and farm products direct to consumers in the Williamsburg area. The Market is governed by its Board of Directors comprised of representatives from the community and a vendor representative. The Market operates with the generous support of our founding sponsors, the City of Williamsburg, Colonial Williamsburg, and Merchants Square; marketing sponsors, including Farm Bureau; program sponsors, including Founders Village Apartments; and revenue generated from Market sales.

CONTACTS

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Saturday Timeline Arrival/setup – before 7:30. The Market tents (token/info tent, musician tent, etc.) will be set up at 7:30 and may hinder access for vehicles trying to enter.

Vending hours – 8:00 to 12:00 sharp. The ringing of the Market bell opens and closes the Market, signaling when to start and stop selling. Do not sell before the bell or after the closing of the market. Vendor tents are expected to stay until 12:00, even if products sell out early.

Breakdown/exit – by 1:00, but do not begin before noon.

Vehicles & Parking Every attempt will be made to allow you to park your vehicle by your tent, but please note this may not always be possible based on spacing and tent setup.

Upon arrival, please park your vehicle within your marked vendor space. Vehicles should be parked behind your tent, parallel to the street/curb, so the tent does not impede traffic flow. Please turn off your vehicle while you unload.

If your vehicle does not fit in the space provided, additional free parking is available in the lot behind the Abby Aldrich Rockefeller Art Museum (W. Court Street @ Nassau Street).

Tent Weights & Sidewalls A tent is allowed in good weather*, but not required. Carts with umbrellas or no tent are also allowed. If using a tent, weights are **required** at each Market for all vendors. Tent sidewalls are permitted and may help protect you from heat or rain.

*In the event of wind or lightning, all tents may need to be broken down for safety.

Vendor Identity & Marketing

- Tents/carts anchor your “store.”
- Signs and labels identify who you are and what you sell. Make sure your name is easy to spot.
 - During setup, Market staff/volunteers will also provide signage about your business, to be displayed during Market hours, and will collect them at the end of each Market.
- Post prices that are easy to read.
- Customers want to get to know you and your products. Photographs can start a conversation. Flyers/cards/handouts can create relationships and develop repeat business.
- Submit information weekly to Market staff for website and newsletter updates.

Seller Etiquette

- Do not smoke within Market areas.
- Limit cell phone calls as much as possible.
- Keep your space tidy. Clean up at the end of the Market. Take trash with you or ask for the location of the Merchants Square dumpster.
- Produce must be 2 feet off the ground as required by VDACS, and products must be kept away from pets at the market. Bakers who do not individually wrap baked goods must have a handwashing sink.

Food Regulations Produce must be 2 feet off the ground as required by VDACS and to keep products away from pets at the Market. Bakers who do not individually wrap baked goods must have a handwashing sink. Vendors of baked goods, cheese, soups, and prepared foods must follow VDACS rules on food safety. The Director must be informed in advance and will help with sampling.

Legalities Please always keep handy any applicable inspection reports and certifications: scale inspection, facilities inspection, organic certification, sales tax number, certificate of liability, etc.

Business Matters Payment (6% of pre-tax sales, 8% for Guest Vendors) **must be received no later than 1 week after the concluded Market date**. Use vendor reporting website to submit sales information.



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WILLIAMSBURG FARMERS MARKET 2024 POLICIES AND PROCEDURES

MARKET DATES, DAY, HOURS OR OPERATIONS. The Williamsburg Farmers Market (hereafter, “the Market”) will be open, rain or shine, in 2024 on Saturdays, March 16 through December 21 from 8:00 a.m. – 12:00 p.m. The Market will not be open on October 5.

MARKET ELIGIBILITY. Participation is open to regional Virginia growers, harvesters, bakers, and makers of prepared food (hereafter, “the Vendors”). The Market strives to be a producers-only market. Vendors must participate in the production of the product they sell.

LOCATION. The Market is located on the 300 block of Duke of Gloucester Street and in the P4 parking lot.

DIRECTOR. The Director or designated representative will be present at the Market during operation. If questions or problems arise on Market Day, they will be resolved by the Director, or at the Manager’s discretion, referred to the Board.

APPLICATION REQUIREMENTS, AGREEMENTS, PERMITS, AND FEES

Farm Information.

1. Crop and product plans, farm map with layout of crops, and directions to farm must be provided.
2. Land lease and/or partnership agreements: If the property farmed is leased or in a partnership, the applicant must submit the information in #1 above and land use agreements.
3. Property and facility visits/inspections: Visits are a chance for the Vendor to highlight the skills and techniques that are the foundation of their business. The Director or Market representative may also inspect any of its vendors’ farms and kitchens during normal business hours, 8:00 a.m. – 6:00 p.m., to verify compliance with the producer-only and food safety inspections rules. Failure to permit an onsite inspection may result in a suspension from the Market.

Sales Tax. All vendors are required to have a Virginia State Sales and Use Tax Certification number. Vendors must collect these taxes at the Market.

Liability Insurance. The Market requires Vendors to be covered and to provide this insurance certificate.

Certificates. When applicable, attach the appropriate state/USDA inspection certificates.

1. Organic growers must present a Certificate of Organic Production from the USDA Organic Farm Certification.
2. For fish and seafood, the fisher/waterman must submit proof of a commercial fishing license.
3. For cheese and other dairy products, meats, prepared foods, and baked goods, the producer must supply documentation of compliance with local VDACS ordinances and inspections.

Fees. Fees collected are for promotion and operation of the Market.

1. A \$35 fee will be charged for **new** Regular-season applicants for the 2024 season. This fee is to be paid upon acceptance into the Market. The fee will be waived for returning Vendors who submit applications no later than January 15, 2024. Applications received after this date will be subject to the \$35 fee.
2. Vendors must submit gross sales information for **each Market by Monday at noon** on the website, by phone, or by email. The fee (6% of the reported gross sales excluding sales tax) is payable by check, cash, or credit card and is **due no later than 7 days after the concluded Market date**. An electronic invoice will be sent to each Vendor noting their 6% fee each week.
3. Late sales reporting: A \$25 late fee may be issued for late reporting of sales totals.
4. Late payments: If payment is not received within 10 days, a written warning may be issued. Payments received after 14 days are subject to a \$25 late fee. Token reimbursements may be withheld after 14 days if fees are not paid.

Market and “Hold Harmless” Agreement. This agreement means that the vendor verifies that all information is accurate and will hold the Director, Volunteers, and Board harmless concerning product liability or other factors that relate specifically to the vendor’s business practice.

Compliance. The Director will enforce all policies and procedures in the Market. The Board will review violations of these Market Policies and Procedures. Any vendor found not in compliance will be given a written notice and may be subject to exclusion from further participation in the Market. Vendors found to be in violation of the producers-only rule without a letter of exception will be permanently removed from the Market.



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SPACE ASSIGNMENT, SETUP, AND BREAKDOWN

The Director will make the assignment of vending spaces, approve the use of trucks, and design the business operation “mix” of the vending spaces to enhance the total operation of the Market and comply with the regulations of the State related to social distancing and congregation. The Market Map is available to view on the website at any time beginning Monday before a market. As the Market Map may change due to Vendor additions/cancelations, be sure to check the map Friday for the final configuration. The map and information are e-mailed to all vendors before close of business on Friday evening.

Contact the Director by phone at (757) 259-3768 if you need to be absent, if you are running late, or if you need assistance. If you text, please include the name of your business.

Subletting of Vendor space (having another business or farm sell items under your vendor name) is not allowed. All Vendors at the Market must be approved by the Director.

SETUP

- Vendors may begin to set up at 6:00 a.m. and should be finished setting up by 7:30 a.m.
- Vendors may drive their vehicles onto Duke of Gloucester Street between 6:00 and 7:30 a.m. for setup and from 12:00 to 1:00 p.m. for breakdown. Vehicles may drive into the P4 Lot before 7:00 am using either the Henry Street or Francis Street entrance. After 7:00 am, vehicles should enter the lot using the Francis St. entrance. Vendors should exit the lot using Francis St. in the afternoons.
- All vendors are allotted 18’ per space. If your vehicle is longer than this, you may need to allow for extra time to move your vehicle to the lot behind the Abby Aldrich Rockefeller Art Museum (Court Street @ Nassau Street).
- Vendors may park their vehicles behind their tent (parallel to the curb).
- The Market’s informational tent will be set up by 7:30 a.m. and may interfere with vehicle access.

BREAKDOWN

- Vendors are required to stay with tents set up until the Market closes at noon, even if sold out of product. This helps provide continuity within the Market and prevents confusion for customers who may assume the entire Market is closing early.
- Vendors are required to stop selling at 12:00 p.m. sharp (at the ringing of the Market bell).
- If a Vendor vehicle is parked offsite, Vendors are to break down their tent, tables, and display prior to driving their vehicle into the Market area.
- Vendors must leave their spaces clean and remove their display and vehicles by 1:00 p.m. All trash must be disposed of – let Market staff/volunteers know if you need access to a dumpster.

DISPLAYS

- The Director must approve all tents, canopies, pop-ups, umbrellas, signs, and display items. Vendors must respond to directions from the Director.
- Adequate anchors/weights must be in place at every market, regardless of the weather.
- The use of a vehicle as part of the vendor display must be approved by the Director.
- Vendors must keep their display of goods strictly within the confines of the space assigned by the Director.
- Vendors may not block the entrances to brick-and-mortar stores.
- At no time shall the safety or convenience of customers or Vendors be compromised by any Vendor’s display.
- Vendors will clearly display prices of all items and post their farm name and location. Posting of current licenses, certifications, and inspections is highly recommended. At a minimum, Vendors should have copies available at the site.



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VENDOR RESPONSIBILITIES

Attendance. Vendors must commit to the entire market season and participate regularly (at least 80% of Market days or as per a schedule approved by the Director). Produce availability may limit some Vendors' beginning and ending dates; therefore, a schedule will be developed before the start of the Market season to document the Vendor's commitment to the Market. Vendors may participate part-time at the director's discretion but will pay a higher percentage. Winter and Holiday Markets are special markets and do not require attendance. Vendors must schedule their participation in any Winter or Holiday Markets with the Director.

Cleanup Requirements. Vendors are responsible for disposing of all trash and debris their respective businesses generate. Onsite disposal is permitted only in the Merchants Square dumpster, not in the public trash receptacles. Liquid (including ice) disposal is strictly prohibited in the Market and Duke of Gloucester Street.

Token Program. Every vendor participating in the Williamsburg Farmers Market must participate in the token program. The token program revolves around creating market currency in the form of tokens. Tokens represent cash, credit cards, SNAP, and W&M Express. Vendors may also accept credit cards and checks at their discretion.

Rules and Regulations. By participating in the Williamsburg Farmers Market, Vendors agree to abide by all rules and regulations cited in this handbook, or otherwise required by local, state, and federal regulations. Vendors are responsible for complying with all regulations pertaining to appropriate product labeling, licensing, inspections, weights, measures, and pesticides. Accuracy of scales/weights is the responsibility of the vendor. At all times, items sold in the Market must meet the requirements of all applicable health and sanitation codes, as well as local, state, and federal agricultural requirements. It is the sole responsibility of the Vendor to ensure compliance. The Vendor must cooperate with state inspections at the Market.

Accident/Injury. Any accident or injury must be immediately reported to the Director, 911, and/or Colonial Williamsburg Security. Anyone who participates in the market, whether vendor, customer or otherwise, attends at his or her own risk. Vendors will operate at their own risk and assume liability from the customers.

Prohibited Activities. The use or possession of alcoholic beverages is not allowed, except for wine vendors & similar who must abide by the rules of their ABC off-site permit. Music or other broadcasts from radios, stereos, etc. must be kept within the limits of the Williamsburg Noise Ordinance. Smoking is prohibited. Hawking is prohibited.

Reports & Fees. Failure to accurately report sales and submit payment on time is grounds for termination from the Market. Sales must be reported by the Monday following each market by noon. Fees from market sales must be paid to the Director no later than seven (7) days after the concluded Market date.

Suggestions/Comments. Vendors with suggestions or comments are encouraged to submit written, signed statements to the Director or Vendor representative.



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CODE OF CONDUCT

Acceptance of Responsibility. Vendors shall accept responsibility for the conduct and actions of themselves and all persons working on their behalf at the Williamsburg Farmers Market, including but not limited to their employees, agents, family, and volunteers.

Respect for Others. Treat all customers, Market staff, volunteers, and other Vendors with courtesy, patience, and honesty. Demonstrate respect for all people regardless of race, age, ethnicity, gender, religion, and ability.

Controlled Substances. No illegal substances shall be brought onsite, except for approved alcohol vendors with proper licensing. No smoking or consumption of alcohol by any Vendor or their staff is permitted.

Communications. Verbal and non-verbal communication by all Vendors and their representatives shall be respectful and courteous. Using vulgar, threatening, or abusive language towards anyone, either in person or electronically, is prohibited.

Conflict Resolution. Notify the Director immediately of any conflicts or unsafe conditions. Everybody disagrees occasionally. Market staff is here to support you in these situations. How you handle customer complaints and disputes is reflected in the entire market. Arguing, shouting, fighting, and profanity are not considered acceptable conduct by any Vendor, even if you feel you are in the right. Please allow the Director to help mediate the situation. If conflicts escalate to violence, including physical altercations, Market staff will notify law enforcement/emergency services immediately.

Honest Representation. Honor your products and market them honestly. Only sell what the Director has approved of on your application, follow the law regarding labelling your product, and be honest when describing the qualities of your product.

VIOLATION OF RULES

Consequences of violating any rule or regulation cited within this handbook are as follows:

1 st offense	Verbal warning
2 nd offense	Written warning.
3 rd offense	\$100 fine
4 th offense	Board intervention – may include, but is not limited to, additional fines and/or temporary suspension.
5 th offense	Permanent expulsion from the Market

For severe violations or any situation where the safety of Market patrons/vendors/staff is in question, the Director and Board of Directors reserve the right to immediately fine, suspend, or expel a Vendor from the Market. In this event, a letter of explanation will be issued.



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PRODUCT GUIDELINES

The Williamsburg Farmers Market strives to be a regional, producer-only market with an emphasis on agricultural products.

Along with this goal, is the aim to meet the expectations of the customers with the appropriate mix of products suitable for the Williamsburg Market.

Each type of business participating in the Market has constraints and compliances required by regulatory agencies that oversee processing, packaging and preserving inherent to their product. In addition, each business has differences in raising, harvesting, and producing various products such as animals, plants, produce, fish and seafood, cheeses, and baked goods.

A vendor/producer is defined as a grower, harvester, baker, prepared food maker, employee, partner, or family member who is familiar with and preferably engaged in the growth, harvesting or production, of the products sold. All vendors' market staff must be identified on the application form.

- Regional products sold at the Market will be produced by the vendor. Produce must be fresh and of the best quality.
- Sale of arts and crafts, manufactured, used or imported goods are not permitted.
- Value-added products and farm products not specifically listed in the Guidelines will be admitted on a case-by-case basis.
- All products must be inspected by the appropriate governing agency.
- Any written complaints filed with the Director concerning products or produce will be investigated by the Director. Should a complaint be valid, this may result in expulsion from the Market for the remainder of the selling season. In such cases, no refund will be made for the Market fees paid to date.

Vendor Resale Guidelines

Vendors may sell a product that the vendor has not produced provided **ALL** of the following are applicable:

- The product for resale must be complimentary to the vendor's featured product.
- The product is produced by and purchased from a vendor attending the WFM.
- The product is labeled appropriately by the vendor making or growing the item.
- The vendor has obtained approval by the Director prior to bringing the product to market.



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Token Program

OBJECTIVES: Centralized SNAP/EBT and Credit Card services offered at the Market Tent.

- Increase producer sales revenue
- Reduce need for individual card systems and vendor charges
- Provide added convenience for customers
- Bring new customers to the market
- Help low-income families make healthy food choices by allowing the use of EBT cards at the market.

METHOD: Customers swipe their cards at the Market Tent and get wooden tokens that are used as Market Currency

\$1 Tokens – Red – SNAP/EBT

- Change may **not** be given for any \$1 tokens.
- Sales tax may **not** be charged for \$1 token purchases if not already included in price.
- Red tokens come from the customers' SNAP or Food Stamp account.

\$1 Tokens – Blue – Bonus Bucks/Market-Funded Incentives

- Change may **not** be given for any \$1 Tokens.
- Sales tax may **not** be charged for Bonus Buck purchases if not already included in the price.
- Blue Bonus Bucks come from sponsorship and community funding.

\$1 Tokens – Black – FINI Funding/Grant funded incentives

- Black tokens may **ONLY** be used to purchase fresh fruits and vegetables (no processed/canned items)
- Change may **not** be given for \$1 Tokens
- Sales tax may **not** be charged for Fruit and Veggie purchases if not already included in price

\$1 – Light Blue - POP+ Vouchers – FINI Funding/Grant-Funded incentives

- POP+ may **ONLY** be used for fruits and vegetables by children. They are to be treated like black \$1 tokens.

\$1 – Orange Vouchers or Bunny Bucks Tokens – POP Club

- POP Club vouchers can buy any product at the Farmers Market. They may be redeemed by children, as part of our children's activities.
- Change may **not** be given.
- Sales tax must be charged.

\$5 Tokens – Green/Purple – Credit/Cash/W&M Express/Gift Certificate/Save30

- \$5 Tokens can buy any product at the Farmers Market. They are for use by all customers.
- Change in cash may be given for \$5 Tokens.
- Sales tax must be charged for \$5 Token purchases.

\$1 RED and BLUE Tokens can buy:	\$1 RED and BLUE Tokens cannot buy:
✓ Fruits, vegetables, herbs	✗ Any food served hot or ready to eat
✓ Meats, fish, poultry, cheese	✗ Alcoholic beverages
✓ Breads and other baked goods	✗ Pet foods
✓ Dairy, honey, chocolate, peanuts	✗ Non-food items (soaps, cut flowers, crafts, clothing, etc.)
✓ Other non-hot food for the household to eat	
✓ Seeds and plants to grow food	
\$1 Black Tokens can only buy fruits and vegetables	
\$5 GREEN Tokens can buy anything at the market	



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By participating in the Williamsburg Farmers Market, Vendors agree to:

- Accept tokens as cash and agree to follow the rules on change given and eligible foods.
- Treat all customers, volunteers, and staff fairly and equally.
- Sign Vendor EBT agreement.
- Return the token envelope to Token Coordinator Maureen Haley at the end of the market day.
- Checks will not be written for amounts under \$10 (amounts for less will be rolled over) and will be direct deposited.